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vitamerinformationpress

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Good Nutrition in Teen Years is Critical for Long-term Brain Health

Iron, and the proteins that transport it, are critically important for brain function. It is known that too little iron can result in cognitive problems, and iron deficiency is the most common nutritional deficiency worldwide, causing poor cognitive achievement in school-aged children.

The body's regulation of iron transport to the brain is crucial since both a deficiency and an excess of iron can negatively impact brain function. In the incidence when iron levels are too low, the liver produces more transferrin (a protein that transports iron throughout the body and brain) in order to increase iron transport. Because iron is vital for making myelin, which surrounds nerves and speeds the brain's communications, poor iron levels in childhood erode brain reserves that you need later in life to protect against aging and Alzheimer's.



Due to the role of transferrin in iron transport, researchers at UCLA wanted to know whether brain structure in healthy adults was dependent on transferrin levels during adolescence. By averaging repeated measures of teenage subjects' transferrin levels, the researchers estimated iron availability to the brain. They discovered that those subjects who had elevated transferrin levels -- a common sign of poor iron levels in a person's diet -- had structural changes in brain regions that are vulnerable to neurodegeneration. Thus, healthy brain wiring in adults depends on having good iron levels during the teenage years.

- **VL 550 Teen Multi Once Daily Tabs provides 50% of the Daily Value for Iron.**



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Upcoming Events

- We will be closed February 20th for President's Day
- See us in Anaheim at NPE-West, March 9-11. We will be in Booth 1473



ask the dietitian

Q: How and where is the *Spirulina platensis* in your products grown?

A: It is farmed in India under very strict GMP and ISO / HACCP practices in constructed raceway ponds. The location is in a remote and pristine place where there is no threat of herbicide or pesticide run-off from agricultural land. The *Spirulina* is grown using reverse osmosis filtered ground water and vegetarian nutrients that are certified by the USDA National Organic Program.

- **VL 141 100% Organic Spirulina 500 mg**

Q: Why are the servings different even though the scoop is the same size in your newly formulated **VL 956/957 Organic Soy Protein Powders?**

A: Although the physical scoop is the same for the two products the scoop weight (or mass) changes because the products have slightly different densities due to slightly different ingredients (i.e. cocoa or no cocoa). Even though the same volume may be measured by the scoop, the mass of the Chocolate is greater since it has a higher density than the Vanilla. You will see that the Chocolate powder has a scoop weight of 35 grams and the Vanilla has a scoop weight of 32 grams. When you divide the total canister amount of 454 grams by these amounts you then come up with 14 servings for the Vanilla and 13 servings for the Chocolate.

Printed on recycled paper

Vitamer Updates

The following products have label changes and will be updated with the lots noted:

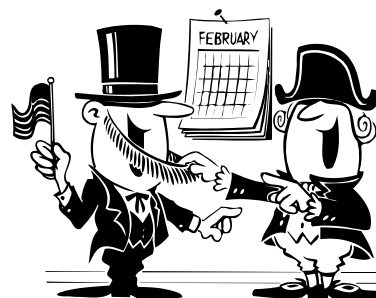
- ✓ VL 956 Organic Soy Protein Powder - Vanilla
Lot 010-10-L1 and 010-11-L1
The updated label can be found at
http://www.vitamer.com/product_detail.asp?product_number=956
- ✓ VL 957 Organic Soy Protein Powder - Chocolate
Lot 009-10-L1
The updated label can be found at
http://www.vitamer.com/product_detail.asp?product_number=957
- ✓ VL 445 Organic Cranberry
Lot 411224 in about a month
The updated label will be found at
http://www.vitamer.com/product_detail.asp?product_number=445

2012 New Products

- VL 571 Women's Once Daily veg tabs
- VL 572 Men's Once Daily veg tabs

VL 571 and 572 are additions to our NBC (National Brand Comparison) products and are like the best selling Rainbow Light® Women's One™ and Men's One™.

Order these now through your Account Manager or by calling 1-800-432-8355.



New Analysis Shows that Green Tea May Lower “Bad” Cholesterol

Green tea contains catechins, which are polyphenolic compounds known to exert numerous protective effects, particularly on the cardiovascular system.

A group of university scientists noted that although randomized controlled trials have examined the effect of green tea catechins on blood fats or lipids, including cholesterol, these studies have been small and shown conflicting results.

They therefore decided to pool and analyze available evidence from all studies they could find that examined the relationships between consumption of green tea catechins and changes in levels of total, low-density lipoprotein (LDL), high-density lipoprotein (HDL) cholesterol, and triglycerides.



The group searched all recognized databases up to March 2010 and found 20 randomized controlled trials, covering a total of 1,415 participants.

When they pooled and analyzed the data from these trials, they found that:

- Green tea catechins, at doses ranging from 145 to 3,000 mg per day (including consumption as green tea beverage and extract in capsules) taken for 3 to 24 weeks, led to statistically significant reductions in total and LDL (“bad”) cholesterol compared to controls who did not consume any green tea.
- Green tea catechins did not alter HDL (“good”) cholesterol or triglyceride levels.

These results, which were recently published in the *Journal of the American Dietetic Association*, suggest that consuming green tea, either as a beverage or in capsule form, may be linked to significant but modest reductions in total and LDL or “bad” cholesterol.

- VL 161 Green Tea Extract 500 mg Caps

More Positive Research on Omega-3s

Omega-3 Fatty Acids May Prevent or Slow Progression of Osteoarthritis

According to a University of Bristol study published in the journal *Osteoarthritis and Cartilage*, feeding omega-3-rich diets to guinea pigs, which naturally develop osteoarthritis, reduced disease by 50 per cent compared to a standard diet.

This research shows for the first time that omega-3 in fish oil could "substantially and significantly" reduce the signs and symptoms of osteoarthritis. This is a major step forward in showing that omega-3 fatty acids, either sourced from fish oil or flax oil, may help to slow down the progression of osteoarthritis, or even prevent it from occurring.

Osteoarthritis affects around eight million people in the United Kingdom alone, and is caused when the cartilage at the ends of bones wears away and the underlying bone thickens, leading to stiff, painful joints. Currently, there is no effective treatment to slow down disease progression, and treatment is limited to pain relief and ultimately joint replacement.

The researchers for this study state that omega-3 reduced classic early signs of the condition, such as the degradation of collagen in cartilage and the loss of molecules that give it shock-absorbing properties. There is also strong evidence that omega-3 can influence the biochemistry of the disease, and therefore not only helps prevent disease, but also slows its progression, potentially controlling established osteoarthritis.

Although osteoarthritis in guinea pigs is a very good model for spontaneous, naturally occurring osteoarthritis, additional research in humans is needed to be certain of the effects; however, all of the evidence so far supports the use of omega-3 in human disease.

Most diets in the developed world are lacking in omega-3, with modern diets having up to 30 times too much omega-6 and too little omega-3. Taking omega-3 can help even out this imbalance and may positively affect a range of other health problems.

Information Source: Science Daily

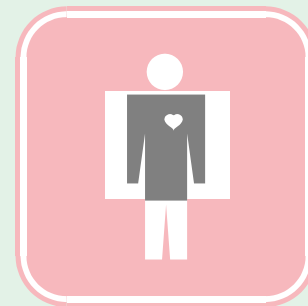
Omega-3 Improves Nerve Injury Recovery

According to a recent study in the *Journal of Neuroscience*, omega-3 polyunsaturated fatty acids, which include eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), may help protect peripheral nerves from injury and stimulate recovery. Peripheral nerves transmit signals between the brain and spinal cord and the rest of the body, and when damaged because of an accident or injury, individuals experience pain, weakness, and muscle paralysis that can leave them disabled.

The current research examined normal mice and mice bred to express a gene causing increased levels of omega-3 polyunsaturated fatty acids and decreased omega 6 fatty acids in the body. Nerve cells taken from the mice that had higher omega-3 levels had significantly more protection from potential nerve injury compared to cells derived from normal mice.

Although the researchers say more work is needed, this indicates that omega-3 fatty acids can protect damaged nerve cells, which is a critical first step in a successful neurological recovery.

- VL 128 Omega-3 Once Daily Lemon Fish Oil Softgels
- VL 129 Concentrated Omega-3 Softgels
- VL 448 Omega Fusion® Fish Oil Lemon
- VL 449 Omega Fusion® Fish Oil Mango Peach



February is American Heart Month

"Heart disease takes the lives of far too many people in this country, depriving their families and communities of someone they love and care for--a father, a mother, a wife, a friend, a neighbor, a spouse. With more than 2 million heart attacks and strokes a year, and 800,000 deaths, just about all of us have been touched by someone who has had heart disease, heart attack, or a stroke."

--Department of Health and Human Services Secretary Kathleen Sebelius

This February, make sure YOU and family and friends are taking good care of your hearts.

- Take the Million Hearts™ pledge at www.millionhearts.hhs.gov
- Get up and get active by being physically active for at least 30 minutes on most days of the week.
- Know your ABCS:
 - Ask your doctor if you should take an Aspirin every day.
 - Find out if you have high Blood pressure or Cholesterol, and if you do, get effective treatment.
 - If you Smoke, get help to quit.
- Make your calories count by eating a heart-healthy diet high in fresh fruits and vegetables and low in sodium and trans fat.
- Take control of your heart health by following your doctor's prescription instructions.

Also, consider some of Vitamer Lab's Heart Health Products:

- VL 155 Cardio Support Softgels
- VL 084 Cholesterol Complex Tabs
- VL 082 High Allicin Garlic 500 mg Tabs
- VL 080 No-Flush Niacin 525 mg Caps
- VL 083 Policosanol 20 mg Caps

Plus many CoQ10 and B-Complex (homocysteine) products.





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Mission Statement: We provide quality nutritional products and services, building our partners' brands to create consumer loyalty and generate profit. We foster long-term business relationships with our partners and co-workers in an environment of growth and sustainability

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Magnesium supplements could help lower diabetes risk

Taking a daily magnesium supplement could help overweight people who are also insulin resistant to improve their condition and prevent the onset of type 2 diabetes.

The study published in the journal *Diabetes, Obesity and Metabolism*, investigated the use of oral magnesium supplements for increasing insulin resistance. They monitored 52 overweight and insulin resistant patients, and who were not suffering from diabetes, over a period of six months, with half of them receiving active magnesium supplements and the other half a placebo.

It was shown that those who had taken the supplement had much healthier blood sugar levels, as well as an improvement in their insulin sensitivity.

The findings support another study published in the journal *Diabetes Care* that found that children with low levels of magnesium were much more likely to become insulin resistant, which significantly increases the risk of developing type 2 diabetes. Similar research has also found that low levels of magnesium can be correlated with an increased risk of metabolic dysfunction.

The report pointed out that "The results provide significant evidence that oral magnesium supplementation improves insulin sensitivity even in overweight, non-diabetic subjects, emphasizing the need for an early optimization of magnesium status to prevent insulin resistance and subsequently type 2 diabetes."

- **VL 682 Chelated Magnesium 250 mg Tabs**
- **VL 611 Mag Relax® Powder**
- **VL 610 Mega Magnesium® Caps**

Questions? Email or call the Vitamer Technical Department at technical@vitamer.com or 1-888-897-8914
To place an order, call 1-800-432-8355 or fax to 1-800-553-8773.

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